

P-3001-1/L&M-McKinley

A COMPUTER INTERFACE METHOD AND
APPARATUS WITH TARGETED ADVERTISING

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ABSTRACT OF THE DISCLOSURE

10 A method and apparatus for providing an automatically upgradeable software
application that includes targeted advertising based upon demographics and user interaction
with the computer. The software application is a graphical user interface that includes a
display region used for banner advertising that is downloaded from time to time over a
network such as the Internet. The software application is accessible from a server via the
Internet and demographic information on the user is acquired by the server and used for
determining what banner advertising will be sent to the user. The software application
further targets the advertisements in response to normal user interaction, or use, of the
computer. Associated with each banner advertisement is a set of data that is used by the
software application in determining when a particular banner is to be displayed. This includes
the specification of certain programs that the user may have so that, when the user runs the
program (such as a spreadsheet program), an advertisement will be displayed that is relevant to
that program (such as an advertisement for a stock brokerage). This provides two-tiered, real-
time targeting of advertising - both demographically and reactively. The software application
includes programming that accesses the server on occasion to determine if one or more
components of the application need upgrading to a newer version. If so, the components are
25 downloaded and installed without requiring any input or action by the user.